

Strategic Positioning: Building Customer Experience



If You Build It, Will They Come?...

That is **the** question. And the answer is quite simply ... no. There's much more to attracting customers and keeping them than opening your business doors.

Business and commerce is an art, and a very unpredictable one! We can put some theory to it but, ultimately, customers are quite unpredictable. We can address their wants, but the key is in being there to fill their needs ... when they need it. And need is something that no one but that individual can drive.

Understanding that, if you know your customer; what they want, what they value and what their expectation is, you can begin to build a strong foundation to serve your market and be there to fill *all* of the needs of your customers, whatever they may be.

By addressing the 4 Key Motivators of Customer Experience - Brand, Values, Presence and Delivery, you can refine and capitalize on the customer experience, and improve your bottom line.

Brand



*A horse is a horse, of course.
Of course? Not.*

Just like businesses, they aren't all the same. And, if it's a dog (no slight intended), you don't want people to think it's a horse!

Brand is a key factor in setting the identity for your business success.

Your brand is the introduction and banner to your company, business or organization. It should speak to your offering and authority positioning in your market.

It must strongly suggest that your business is dedicated to who you are and what you stand for.

Whether the flavour of your brand is playful, professional, elegant, trendy, or other, it should readily reflect the core of your business values and offering.

Build Your Brand

OBJECTIVE: Establish your brand identity so that it clearly reflects the product / service offering and values.

Considerations: Typeface / Colour / Symbols / Tagline

METHODOLOGY: How does your brand identity help you to build business/company recognition and customer loyalty. Is it really important to your business personality?

IMPLEMENTATION: Whatever the level of your brand identity is, be sure that you carry it consistently across all strategy platforms.

Values



All that glitters is not gold.

The bling of a business is in its values. It's the things that make you precious to your customers, and keeps them coming back.

Regardless if it's service, price, selection, or other, know and stay true to the values that make you shine.

Your values create a direct connection to your customers.

They form the building blocks for the customer loyalty that a business needs to survive and thrive. Regardless of what those values are, your customer must be able to rely on the integrity of the values you present and portray.

When you recognize the values that are important to your business, you can build a strong, consistent message that your customers feel comfortable with and can depend on.

Recognize Your Values

OBJECTIVE: Identify and qualify the values that are the most important to your business and its success.

Considerations: Service / Selection / Price / Specialty / Community / Trustworthy-Reliable / Other

METHODOLOGY: How can you ensure that the values you identify as being important are correctly implemented and followed?

IMPLEMENTATION: Determine your core values and their importance. Reinforce and promote them in their order of importance.

Presence



So, you think you can pull a rabbit out of a hat?

Unfortunately, marketing is NOT a cheap trick.

Good marketing doesn't magically materialize. From print, to media and more, it takes consistent market presence to make your customers appear!

Presence is comprised of all forms of marketing. Your website, brochures, advertising, social media vehicles, marketing tools, initiatives and business location all come together to attract and keep customers.

It's something that you have to work at ... hard. There's no easy solution to maximizing your marketing dollars.

Learning where your customers are and how to reach them most effectively will mean money well spent and more money earned!

Optimize Your Presence

OBJECTIVE: Know and understand what your demographic is.
That way you can market to their wants and needs.

Considerations: Age / Sex / Ethnic Background / Activities / Needs
/ Interests / Location / Other

METHODOLOGY: What have been your most effective marketing
venues and strategies?

METHODOLOGY: How else might you get your customer attention
and keep them coming back?

IMPLEMENTATION: Assess your target market and marketing efforts
to determine what works best for you.

Delivery



It's all about the service, stupid!
A bit harsh? Maybe. But, if your values offer a promise, you'd best deliver.

Delivery is the complete experience your customer gets from their interaction. If you don't deliver on the expectation, you just might end up delivering them ... to the competition!

From how your customers feel when they interact with you or your staff, to how you resolve their complaints, you must deliver a consistent, satisfying experience. The delivery should embrace your values and core offerings and be reflected in your marketing.

Having your customer's experience be inconsistent is just as detrimental as providing a poor experience all of the time.

Great, consistent delivery equals customer loyalty and word of mouth marketing. And you can't buy that!

Be Consistent with Your Delivery

OBJECTIVE: Review your business's culture, practices and procedures to ensure that they are reflecting your core values.

Considerations: Policies / Cleanliness / Organization / Atmosphere / Knowledge / Transparency / Engagement / "Value" Positioning

METHODOLOGY: How can you utilize your practices and procedures to maximize a positive experience for your customers?

IMPLEMENTATION: Once you have mapped your delivery, make it your mantra. Everyone within your organization should exemplify it. Adapt and refine it to improve delivery and service your customer.